

# The Ultimate Data Strategy Workshop

Lead by  
Industry World Leader, Peter Aiken

Data in Machine Learning and AI is pervasive in all aspects of businesses and our personal lives. It's do or die for many organizations. Those with fit-for-purpose data assets possess a key enterprise capability for Digital Transformation. In the past data management has suffered because:

- There has been no separation between data management and software development with reusable software being valued more than reusable data
- The focus on project-based software development has relegated data to a by-product, ignoring the need for shared data structures.
- The lack of information architectures, at the agency and whole-of-government level, has restricted the ability to make sound investment, detect new business drivers, generate mature processes, and scale solutions.

Peter Aiken, World Leading Expert on data governance and data strategy, is presenting in Canberra on 5-6 March 2019. He will cover how organizations can turn the situation around and make better use of data from both the business and technical perspective.

## Putting Data First

### Why Johnny can't data and what we need to do about it

For C-Level Executives and Data Management Leaders

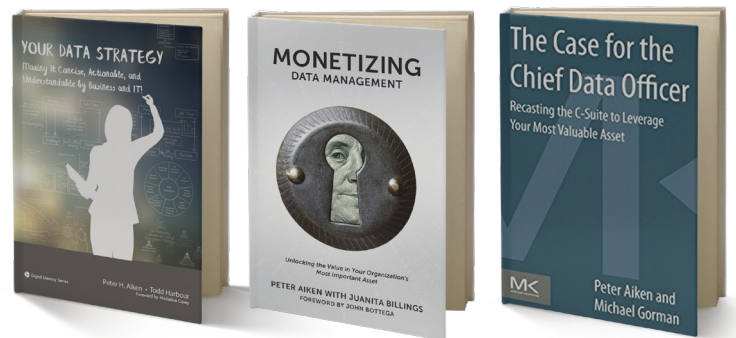
Organisations are repeatedly frustrated when they attempt to do more with their data. An organisation as a whole must become data literate to benefit from data management best practice. Often, they are not even certain what this means or how to do it before they invest heavily. The result is they repeatedly spend too much, take too long, and deliver far less than they planned.

This 2-day seminar consists of four half-day sessions that focus on how an organisation can become data literate to benefit from data management best practice.

#### It covers:

1. We focus on the problems of why organizations cannot leverage their data and the root cause inherent architectural and engineering – the must have foundation that's almost entirely overlooked in university programs and other training.
2. Requisite leadership criteria that are essential for success.
3. Hype cycle considerations that distract us from understanding techniques for big data.
4. How to express these critical factors in a form that Executive understand and use - which is the key to monetizing data management.

**Outcome:** You'll be able to prepare your organisation to employ data to support their strategic objectives.



5-6 March 2019

QT Canberra  
1 London Circuit,  
Canberra, ACT



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Pre-Conference Workshop  
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